

ABSTRACT

A flexible pouch, filled with a flowable product has a front pouch wall joined to a rear pouch wall along opposite side edges and along a bottom edge. The front pouch wall, when flat, has a first width at a first level above the bottom edge and concave or oblique opposite sides between the first level and the bottom edge so that a width of the front pouch wall progressively decreases below the first level, at least down to a second level. In consequence, when the pouch is set down with the bottom edge on a flat surface, the sides between the first level and the bottom edge collapse to provide a stable basal platform for the pouch.